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HELLO!



I am Erin Olson

Community Health Consultant at the Iowa Department of Public Health  
You can contact me @ [erin.olson@idph.iowa.gov](mailto:erin.olson@idph.iowa.gov)

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# FOUR NUMBERS.

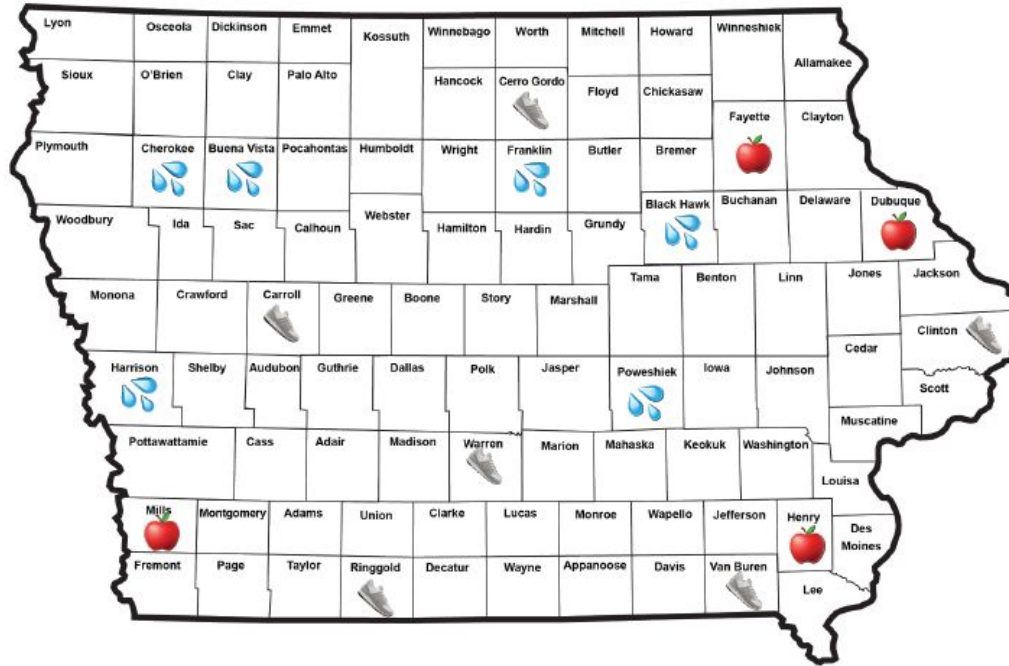
ONE AWESOME WAY FOR KIDS TO STAY HEALTHY!



Healthy Choices Count!

## Updates

# 5-2-1-0 FUNDED COMMUNITIES



## FY18 Communities

West Union (Fayette)  
Dubuque (Dubuque)  
Mt. Pleasant (Henry)  
Malvern (Mills)

## FY19 Communities

Mason City (Cerro Gordo)  
Clinton (Clinton)  
Mount Ayr (Ringgold)  
Keosauqua (Van Buren)  
Manning (Carroll)  
Warren County

## FY20 Communities

Waterloo (Black Hawk)  
Storm Lake (Buena Vista)  
Cherokee (Cherokee)  
Hampton (Franklin)  
Missouri Valley (Harrison)  
Grinnell (Poweshiek)

**ABOUT THE GRANTS:** Each FY19 community received \$22,000 and Warren County received \$38,000 from the Iowa Department of Public Health to work with multi-sector community coalitions to make environmental and policy changes around active living and healthy eating. FY18 communities received an additional year of funding at \$10,000 per community to continue their efforts. Six more communities began receiving funding in FY20.

## Iowa Public Television sponsorship

- 3,100 kids heard the 5-2-1-0 message through IPTV's 2019 Reading Road Trip
- 540 video spots promoting 5-2-1-0 were aired during IPTV programming in FY19

Dan Wardell and his team encouraged kids and families to eat healthy foods, watch less TV, get outside and play and, of course read more books. In some communities, a 5-2-1-0 representative was in attendance to share the message. 5-2-1-0 materials and resources were also distributed by IPTV staff or community members during the stops.



The Reading Road Trip by Iowa Public Television's Dan Wardell visited **30 libraries** in communities across the state during Summer 2019.



## YouTube advertising campaign

- 1.3 million people watched 5-2-1-0 Healthy Choices Count! ads on YouTube in 2019

:15 and :30 video advertisements were produced for 5-2-1-0 Healthy Choices Count! by ZLRignition. The video ads were targeted to kids and families in Iowa and resulted in a **47.42% completion rate** and drove **35% of traffic** on the 5-2-1-0 website.

## Partnerships, resources, events and trainings:

- **17 teachers** completed a 5-2-1-0 Teacher Licensure Renewal course and action planning activity
- **26 schools** received 5-2-1-0 “Back To School” sub-grants from the Iowa Department of Education to complete wellness projects and activities
- **30 child care providers** participated in 5-2-1-0 Early Learning Collaborative and Train the Trainer programs, facilitated by United Way of Central Iowa and EveryStep
- **53 students** were provided 5-2-1-0 scholarships to attend the University of Iowa Wildlife Camps
- **100+ after-school providers** completed 5-2-1-0 training through Afterschool Alliance, Des Moines Schools and YMCA
- **180 people** from a variety of sectors attended the 2019 5-2-1-0 Healthy Choices Count! Summit
- **61,000+ posters and brochures** printed and distributed



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# Nemours Early Care Nutrition & Physical Activity Initiatives





# CACFP GIS Map

## CACFP Participation in Iowa

### Food Deserts and Child Care Providers

There are many child care providers operating in food deserts across Iowa. In these communities, CACFP can support children in child care by ensuring providers are reimbursed adequately for serving nutritious meals in their programs.

*Green dots – child care programs participating in CACFP*

*Light green dots - child care programs not participating in CACFP*

*Blue dots – family child care homes participating in CACFP*

*Light blue dots - family child care homes not participating in CACFP*

### Legend

CACFP Participating Family Home Programs



CACFP Non-Participating Family Home Programs



CACFP Participating Center Programs



CACFP Non-Participating Center Programs

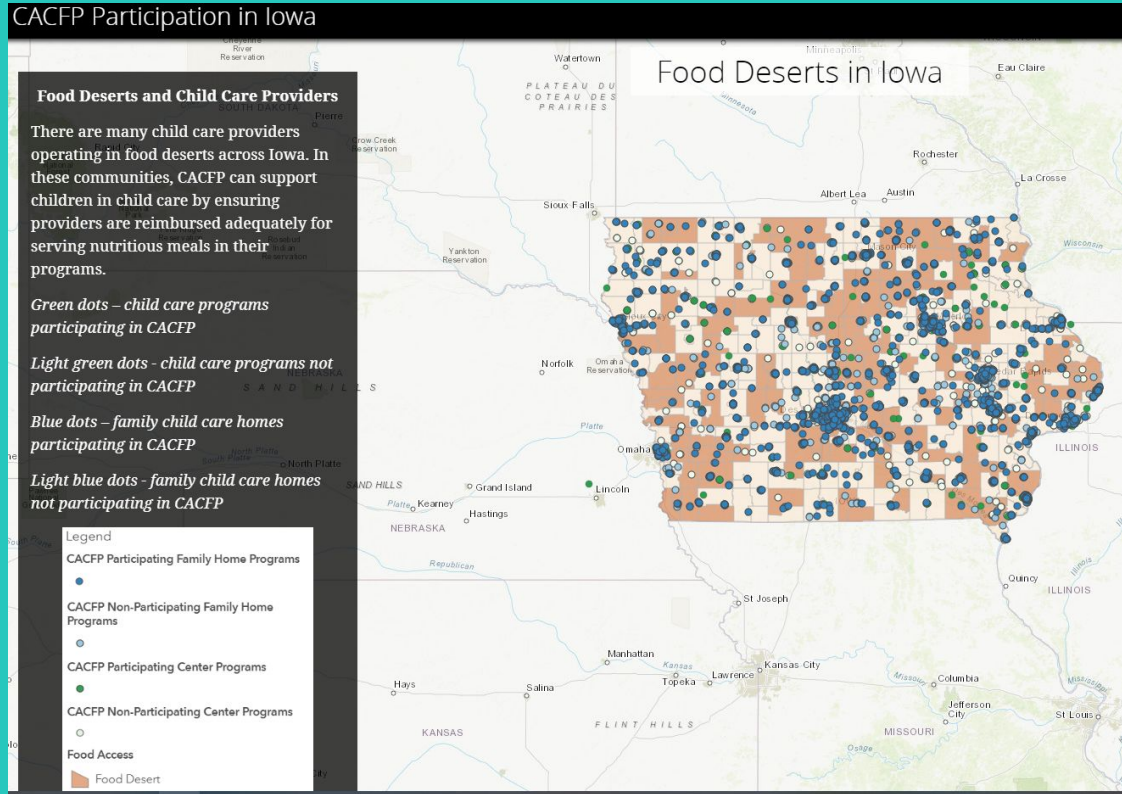


Food Access



Food Desert

## Food Deserts in Iowa



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# Systems Approaches for Healthy Communities

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# Community Perspective Activity

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# Discussion

How has your understanding of food insecurity in this fictional community changed as a result of hearing these diverse community perspectives?

Did standing in a fictional character's shoes help you see where you can be an asset and help someone else?

How might your view of the a community's ability to address challenging issues change as a result of who is invited to be at the table and share?

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